



What Shall It Be?

THE question of moment for those who strive to please with a gift which will bring real pleasure, arouse genuine surprise, and prove a pledge of the affection which inspired it.

Why not a gift which will echo its message four times during each year of ownership? Why not a gift for your children which will lay a foundation for true appreciation of values and build character in impressionable years?

Something different, yet desirable! Perhaps it's



For Mother—

A few shares of stock will compliment her management and handling of the household pursestrings. Recognition of her share in the financial well-being of the family will gladden her heart for months. And then too, think of the dividends she will receive quarterly which will purchase some of the articles Mother wants, the price of which frequently is needed elsewhere.



For Son—

What ambitious boy, on the threshold of manhood, would not welcome a share or more of stock? Brimful of plans for the future, dreaming big things to accomplish, it will mean to him a symbol of that success. His first share of stock! It is the one best bet for him and will give more real pleasure than anything you could buy.



For Daughter—

Many feminine gifts are alluringly displayed these days. This presents a real Christmas problem as it is easy to make a foolish expenditure of money. A share of stock is a valuable, worthwhile gift that will carry with it a message of real thoughtfulness.



For Baby—

Five shares of **Consumers Power Company 7% Cumulative Preferred Stock** purchased for a five-year old child will have earned by the time he is 18 years old about \$500 in dividends and bank interest on dividends. This, with the original shares of stock, at a par value of \$500 will mean about \$1000 with which to start to college.

Consumers Power Company 7% Cumulative Preferred Stock

is an ideal Christmas gift. It is selling for \$95.00 a share, payable all cash, or on time payment plan of \$10.00 per share payable at the time of purchase, \$10.00 per share each month for 7 months, and \$15.00 for the final payment.

You receive 7 per cent per annum on the monthly installments paid in until you own the stock. Thereafter you receive a dividend return payable quarterly of **7.37%**

Ask any of our employees to tell you about this Preferred Stock issue. They will give you details. Or inquire at the Company's office.

CONSUMERS POWER COMPANY
308 W. Main Street

Telephone 79

OWOSSO, MICH.

PLANT DISEASES TAKE HUGE TOLL

Farmer Suffers Loss of Income
and Consumer Compelled to
Pay Higher Prices.

CONTROL OF PESTS IS URGED

Can Be Brought About Only Through
Painstaking Technical Research,
Followed by Adoption of Remedies by Farmers.

(Prepared by the United States Department of Agriculture.)

When a plant disease or some other crop pest destroys an important crop throughout a large area, it is easy to see how dangerous these pests are both to agriculture and to the country. The farmer whose crop is destroyed suffers through loss of his income; the consumer often through abnormally increased cost of his food supply. Occasionally, as in 1916, when the wheat crop of the United States and Canada was reduced approximately 280,000,000 bushels by black stem rust after the entire expense involved in its production, except that of harvesting and threshing, had been incurred, the result is so serious as to endanger the stability of banks and of business generally in the devastated region and even, as in that case, to threaten the future of nations through impairment of food supply when needed for winning the great war.

Take Heavy Toll on Crops.
But spectacular and widespread destruction of crops is by no means the only harm worked by plant diseases. Every season and in substantially every important producing section they take heavy toll on crop production. Their existence without control constitutes one of the chief hazards which the farmer encounters, increasing his cost of production and ultimately the price which consumers must pay.

It has been difficult to determine even approximately the amount of damage done by plant diseases, but very careful estimates recently made by the pathologists of the state experiment stations and the Department of Agriculture indicate that in 1919 the production of ten of the important cereal, fruit and vegetable crops was reduced more than 650,000,000 bushels by plant diseases. This estimate does not include damage due to insects nor to adverse climatic conditions.

When it is remembered that substantially equal expenditures for labor and other items up to the point of



Protecting Wheat Seed Against Smut by Formaldehyde Treatment.

harvest are required for the diseased and the healthy crops, it is clear that these pests constitute a most grievous and dangerous overload on agriculture, our basic industry.

Must Aid Stabilization.
That stabilization of agricultural production, which is highly desirable from the standpoint of business as well as of the producer and the consumer, can only come when farmers generally are able so to shape their plantings that, with normal weather, the acreage planted will produce the approximate quantity required to meet the consuming demand. Until this is accomplished, seasons of shortage with prices painfully high to the consumer are certain to be experienced. Along with these will come years of excessive production in which the producer is compelled to bear destructive loss because prices are below the cost of production. For the correction of this destructive alternation of too little and too great crop production the development of effective control of plant pests is one of the most important factors.

SAVE CORN FOR EXTRA SEED

Excellent Plan to Select Enough to
Serve for Two or Three Years'
Plantings.

When corn is selected from the field for seed, the United States Department of Agriculture urges that enough seed be selected to serve for two or three years' plantings. This is essential in the origination and perpetuation of high-yielding varieties adapted to local conditions. Seed corn that matures well and dries out promptly without injury will keep its good germinating and yielding power for four or five years. Often a bad season will prevent the selection of desirable corn for seed. But home-grown seed corn of the best quality can be always available by protecting a sufficient quantity from moisture and from insects and other animals.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over thirty years, has borne the signature of *Charles H. Fletcher* and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Comfort.—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Charles H. Fletcher

In Use For Over 30 Years

The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY.

The Modern Cigar

They could be smaller - But not better
Smoked by men who
appreciate the utmost
in Cigar
Quality

Write
for our
Premium
Catalog No. 4
I. Lewis Cigar Mfg. Co.
NEWARK, N. J.
Largest Independent
Cigar Factory in
the World.

8¢

John Ruskin

BEST AND BIGGEST CIGAR

LINCOLN THEATRE

ALWAYS A GOOD SHOW.

WEEK OF NOV. 27

Sunday and Monday—

Tom Moore, a favorite star, in one of his best pictures,

"MADE IN HEAVEN"

A story all should see. Episode of a "PURPLE RIDER." This serial is nearing the end, only two more after this one, and a regular rip-roaring comedy, "HIS UNLUCKY BERTH"

Tuesday and Wednesday—

"WET GOLD"

A deep sea story about recovering valuables from a sunken ship, full of thrilling situations, exciting scenes and heart interest. Pirates and a Fight for a Submarine. With this we will also have the "Pathe" Topics and Review.

Thursday—

Gladys Walton's newest feature

"HIGH HEELS"

In which appears Mr. Freeman Wood, a polished young actor who was in the Royal Air Service during the war. The last chapter of "Diamond Queen," don't miss this, and a big laugh-making comedy to end the show.

Friday—

Beautiful Wanda Hawley in

"A KISS IN TIME"

An amusing comedy drama that is bound to please you, and the story is well suited to the talents of Miss Hawley. Funny Clyde Cook in another one of his side splitting comedies, completes this big double bill.

Saturday—

The popular Cowboy Actor, Buck Jones, in

"Straight From The Shoulder"

Full of vim and go, something doing every second for sixty minutes. Then we have George Larkin in one of his regular dare devil Northwestern pictures

"Raiders of the North"

with a Snub Pollard Comedy to send you away laughing.

Week of Dec. 4. All Next Week, beginning Sunday

"OVER THE HILL"

This picture will positively not be shown in any town less than 100,000 population for one year. Without a doubt the world's greatest moving picture.